

6297-1

8/25/2014

1/12

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460



Office of Pesticide Programs

Technology Sciences Group
1150 18th Street, Suite 1000
Washington, DC 20036

AUG 25 2014

Attention: Abigail T. Downs

Subject: NEO
EPA Registration No: 6297-1
Notification Dated: July 15, 2014

The application referred to above submitted under the provisions of the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) 3 (c) (9)

Proposed Notification

- Add additional directions for use

General Comments

Base on a review of the submitted material, the following comments apply:

The Notification dated July 15, 2014 to add ***“Use for the Big Green Cleaning machine and machines equipped with easy lock filling systems” and additional “Optional label claims”*** is acceptable. A copy of this letter has been placed in your file.

If you have any questions concerning this letter, please contact Zebora Johnson at (703) 308-7080.

Sincerely

Eric Miederhoff
Acting Product Manager (33)
Regulatory Management Branch I
Antimicrobial's Division (7510P)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(MASTER LABEL)

Neo (Name TBD)

(Alternate Brand Names: BISSELL, Woolite, Pawsitively Clean)

CARPET- [CLEANER] [CLEANING] - [DEODORIZER]

[Insert usage site] [Cleaner] [Cleaning], [Odor causing bacteria (destroyer) (killer) (eliminator) (reducer) (cleanser) (cleaner) (cleaning)], [Carpet Cleaner (for pet messes)], [Carpet Cleaning (for pet messes)], [(Dual Action) (Pet) Cleaner & Deodorizer], [(Triple Action) (Pet) Cleaner & Deodorizer], [(Insert usage site) (Pet) Deodorizer],[(Insert usage site) (Pet) Odor Neutralizer],[(Insert usage site) (Pet) Odor Eliminator],[(Insert usage site) Refresher], [Deep Cleaner +Deodorizer], [(Advanced) (Professional) Deep Cleaner formula], [(Advanced) (Professional) Deep Cleaning formula], [(Advanced) (Professional) Formula for carpet]

Active Ingredient:

Hydrogen Peroxide 4.67%

Other Ingredients:..... 95.33%

Total: 100.0%

EPA Reg. No.: 6297-1

EPA Est. No.: [6297-XXX-XXX]

CAUTION

Keep out of Reach of Children

See additional precautionary statements on [back][side][right][left][other] [panel] of label [below].

Manufactured [by] [for]:
Bissell Homecare, Inc.
2345 Walker Ave, NW
Grand Rapids, MI 49544

NOTIFICATION
Date Received: 8/25/14
Reviewed By: [Signature]

USA PAT #: 6,803,507¹

Net Contents:

Batch/Lot: (Note to Reviewer: The lot or batch number may also be stamped or imprinted directly on the packaging.)

8 fl oz (0.25 QT) 236 mL (0.23 L)	52 fl oz (1.62 QT) 1537 mL (1.53 L)	cccc
16 fl oz (0.5 QT) 473 mL (0.47L)	60 fl oz (1.87 QT) 1774 mL (1.77 L)	cccc
24 fl oz (0.75 QT) 709 mL (0.70 L)	62 fl oz (1.93 QT) 1833 mL (1.83 L)	cccc
26 fl oz (0.81 QT) 768 mL (0.76 L)	64 fl oz (2 QT) 1892 mL (1.89 L)	cccc
32 fl oz (1 QT) 946 mL (0.94 L)	71.3 fl oz (2.22 QT) 2108 mL (2.10 L)	cccc
48 fl oz (1.5 QT) 1419 mL (1.41 L)	80 fl oz (2.5 QT) 2365 mL (2.36 L)	cccc
50 fl oz (1.56 QT) 1478 mL (1.47 L)	128 fl oz (4 QT) 3785 mL (3.78 L)	cccc

¹ Under license by Virox Technologies Inc.

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(Note to reviewer: Boxed format or bullets may be used in First aid section if label space permits)

FIRST AID

If in Eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing. Call a poison control center or doctor for treatment advice.

Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS:

CAUTION. Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet.

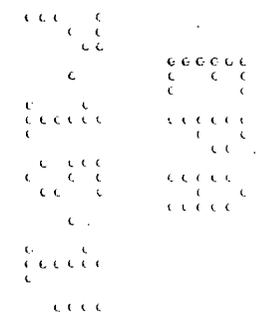
Recommended Use (Location)

All around the house [‡]	Car (s) (Truck(s)		Sunroom (s)
All around the home [‡]	Closets	Laundry Room	Vacation home
Attic	(Damp) Storage Area(s)	Living Room	Vehicles
Automobile(s)	(Damp) Storage Room (s)		Sunroom (s)
Baby's Room (s)	Den (/Study)	Mobile Home (s)	Daycare center(s)
Basement (s)	Dining Room (s)	Mud Room (s)	Auto Interiors
Bathroom (s)	Dorm (s)	Nursery (Nurseries)	
Bedroom (s)	Family Room (s)	Office(s)	
Boat (s)	Garage (s)	Pet area(s)	
Cabins	Home	Playroom(s)	
Camper (s)	House	Public places	
		Studios	

[‡] Non food contact surfaces only

Recommended Use (Surfaces) [may include graphic depicting surface]

Carpet(s)	Frieze (carpet)	Berber (carpet)	
Stairs	Saxony (carpet)	Loop (carpet)	
Bathroom mats	Plush (carpet)	Carpet Tiles	
Kitchen mats	Shag (carpet)	(Area) Rug(s)	
Entry rugs		Auto interiors	



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(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

Before you clean, test a small, hidden area for colorfastness. If color is affected, do not use. Do not use on wool carpet.

[For use with BISSELL deep cleaning machines.]

[For use in all machines, when used as directed.]

[ONLY use with (BISSELL) BIG GREEN deep cleaning machine®]

[For use only in upright deep cleaning machines with (easy lock) (clean lock) system]

[For use only in Bissell deep cleaning machines with easy lock system]

[Flush machine with clean water after use.]

How to use:

1. Vacuum (thoroughly to remove loose dirt)
2. For best results removing tough stains use (BISSELL Tough Stain Pretreat) (Woolite Oxy Deep Precleaner) (stain remover and sanitize) (sanitize and stain remover) (sanitize and stain remover pretreat) (stain remover and sanitize pretreat) (BISSELL pretreat) (any BISSELL pretreat) (BISSELL Spot and Stain (cleaner)) (any BISSELL spot and stain remover) (any BISSELL spot and stain) (before deep cleaning)
3. (For BIG GREEN deep cleaning machine®) (For BISSELL BIG GREEN deep cleaning machine®) (For all full size and rental machines), add 4 fl oz total (or two capfuls) per gallon of tap water to machine formula tank
OR
3. Fill measuring cup provided or fill tank to formulate fill lines.
4. Deep clean carpet following machine's user guide
5. Flush machine with clean water after use
6. Stay off cleaned area until completely dry and vacuumed

For BISSELL Deep Cleaning machines with SmartMix® tank:

- Mix 4 fl oz of formula per gallon of tap water in the machine's clean water tank. Do not add formula to the SmartMix® tank.
- Make sure the machine setting is on "rinse" when using the machine

For BISSELL Deep Cleaning Machines with (Lock & Key) (EASY LOCK) (CLEAN LOCK)

(formula) (packaging) (compatibility) (system):

1. Vacuum (thoroughly to remove loose dirt)
2. For best results removing tough stains use (BISSELL) (Tough) (Stain) (Pretreat) before deep cleaning
3. Dispense 4 fl oz of (formula) (product) (BISSELL) (DEEP CLEAN + ANTIBACTERIAL) per gallon of tap water in the machine's clean water tank, following the directions in the machine User Guide.
4. Stay off cleaned area until completely dry and vacuumed

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(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

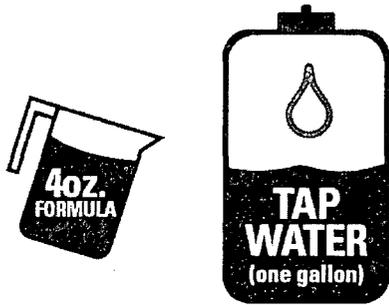
For all full size and rental machines: add (4 fl-oz total) to each gallon of tap water.

[Do not use this product in BISSELL Deep Cleaning machines, model numbers XXXX.]

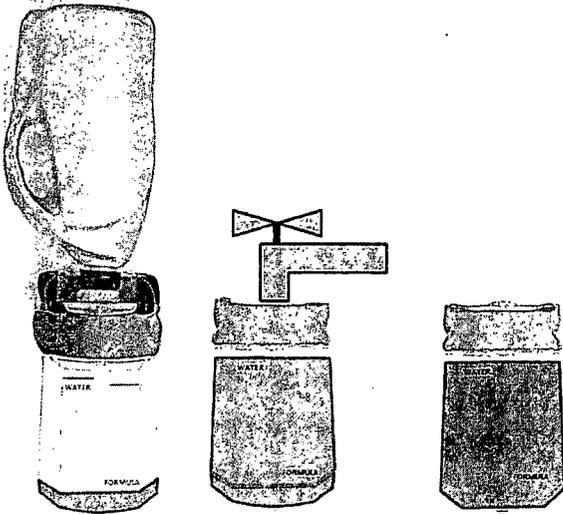
[After using this product in BISSELL Deep Cleaning machines, model numbers XXXX, flush machine with clean water.]

For more information about using concentrated formula in your machine, visit www.bissell.com

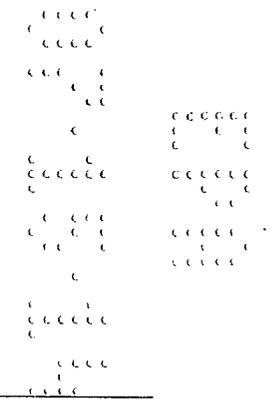
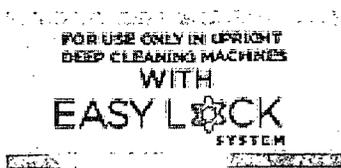
(optional images)



(two capfuls drawing)



(STEPS 1, 2, 3 optional pictogram)



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(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

STORAGE AND DISPOSAL: Store in original container in areas inaccessible to small children. Store between 35°F to 85°F in dry, well-ventilated area away from chemicals, direct light, heat or open flame. Do not mix with other cleaning products. Keep securely closed. Nonrefillable container. Do not reuse or refill this container. Wrap [container] and put in trash or offer for recycling if available.

Manufactured by

[BISSELL brand

Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA
www.bissell.com]

[Woolite brand

Questions or comments: Call 1.800.451.7847 Visit our website at www.woolitecarpet.com
Woolite is a trademark of Reckitt Benckiser licensed to BISSELL Homecare, Inc.]

[Pawsitively Clean brand

Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA
www.pawsitivelycleanpet.com]

[BISSELL (Rental) brand

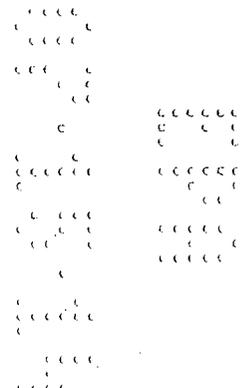
Questions or comments 1.800.749.9062 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA
www.bissellrental.com]

©(year) BISSELL Homecare Inc.
BISSELL International Trading Company BV
Stadhouderskade 55,
1072 AB Amsterdam
The Netherlands

[Questions?] [Comments?] [Call XXX-XXX-XXXX]

For Consumer Care contact:
BISSELL Homecare, Inc.
P.O. Box 1888
Grand Rapids, MI 49501

[Made in (insert country of manufacture origin)]



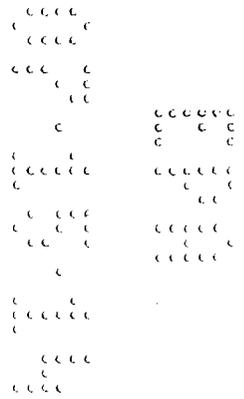
(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Optional Label Statements, Marketing Claims, and Pictograms:

*** Non-living allergens including: Pollen, Pet dander, Dust mite allergen(s)**

(Cleaning Claims)

- 2 in 1 (formula) (cleans (and) (deodorizes) (and) (freshens) (and) (eliminates allergens*) (removes allergens*))
- 2 in 1 deep cleaning formula that cleans and deodorizes at the same time
- 3 in 1 (formula) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens*) (removes allergens*)
- 4 in 1 (formula) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens*) (removes allergens*)
- Accelerated oxygen cleaning action
- Accelerated oxygen cleaning action penetrates deep down to remove tough dirt and stains
- (Antibacterial) (formula) cleans and deodorizes
- (Deep) Cleans (+) (&) deodorizes
- (Deep) Cleans (+) Deodorizes (insert usage site)
- (Deep) Cleans and eliminates (greater than) (more than) (over) (90% of) odor causing bacteria
- (Deep) Cleans and removes (greater than) (more than) (over) (90% of) odor causing bacteria
- (Deep) Cleans, deodorizes and freshens all in one (formula)
- (Deep) Cleans, Deodorizes and Reconditions
- (Deep) Cleans, deodorizes, and freshens (insert usage surfaces)
- (Deep) Cleans, deodorizes, and restores (insert usage surfaces)
- (insert usage site) cleaner
- (Our) Best formula for cleaning and deodorizing carpet
- (Permanently) Eliminates dirt, dust, and common allergens* from (insert usage site)
- (Permanently) Eliminates tough stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil), (& more)
- (Permanently) Removes dirt, dust, and common allergens* from (insert usage site)
- (Permanently) Removes tough (dirt) stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil), (& more)
- (Permanently) Removes tough (pet) (spots) (stains) (soils) (and) (odors) (on) (insert usage site)
- Antibacterial
- Best (BISSELL) formula for cleaning (usage site)
- Boost your (deep) cleaning results with proven deodorizing power
- Booster
- Boosts (deep) cleaning for a cleaner, fresher home
- Boosts (deep) cleaning performance for a cleaner, fresher home
- Boosts (deep) cleaning performance to also deodorize
- Boosts cleaning performance
- Boosts cleaning performance to deep clean beyond what's seen
- Carpet (Spot and stain) Deodorizer (for pet messes)
- Cleaning booster
- Cleans & Deodorizes- better than cleaning alone
- Cleans (insert usage site)
- Cleans as it deodorizes
- Cleans beyond the surface
- Cleans everyday (pet) messes
- Cleans plus boosts



(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Thoroughly cleans and deodorizes deep within carpet fibers, eliminating stains, odor causing bacteria, and allergens*

Thoroughly cleans and deodorizes deep within carpet fibers, removing stains, odor causing bacteria, and allergens*

Triple (cleaning) action (deep cleans) (and) (removes odor causing bacteria) (and) (deodorizes) (and) (freshens) (and) (removes allergens) (and) (eliminates allergens) (and) (removes stains)

Triple action (cleans) (and) (kills odor causing bacteria) (and) (refreshes)

Triple action (formula) (cleaning) (cleaner) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens*) (removes allergens*)

Unbeatable cleaning

Unique penetrating action goes deep within carpet fibers to thoroughly clean and deodorize – eliminating dirt, stains, odors, and allergens*

Unique penetrating action goes deep within carpet fibers to thoroughly clean and deodorize – removing dirt, stains, odors, and allergens*

(Deodorizing Claims)

2-in 1 (formula) (cleans) (&) (and) kills odor-causing bacteria

(Eliminates) (removes) (the toughest) (tough) odors caused by bacteria on (insert usage site)

(Fresh) (Clean) (fragrance) (scent)

(insert usage site) (Pet) Deodorizer

(insert usage site) (Pet) Odor Eliminator

(insert usage site) (Pet) Odor Neutralizer

(insert usage site) (Pet) Spot and stain deodorizer

(insert usage site) Refresher

(Kills) (destroys) (eliminates) (greater than) (more than) (over) (90% of) odor causing bacteria

(Kills) (Eliminates) (Destroys) odor causing bacteria

(Leaves behind a) Clean, Fresh Scent

(Light), (fresh), clean scent

(Permanently) Eliminates (pet) odors

(Permanently) Removes (pet) odors

Clean and fresh scent

Controls the growth of odor causing bacteria

Deodorizes and freshens (leaving a light, clean scent)

Destroys (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage sites)

Destroys tough (pet) odors

Doesn't just mask (pet) odors

Effective to kill (greater than) (more than) (over) (90% of) odor causing bacteria

Eliminates (pet) odors and (kills) (removes) (gets rid of) (greater than) (more than) (over) 90% of the bacteria that cause them

Eliminates (pet) odors doesn't just mask

Eliminates (pet) odors, doesn't just mask

Eliminates (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site)

Eliminates odors (including) (kitchen) (pet) (and) (smoke)

Eliminates odors by controlling the growth of mold and mildew

Eliminates the toughest (pet) odors at the source

For ultimate freshness

Fresh, Clean scent

Freshens (insert usage site)

